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## News



### Apulia, a "model" for Italy

An average visit lasts 30 to 60 minutes, paired with a walk in the vineyards in 91.6% of instances and ends with a wine tasting. These are some of the key features of the "Wine Tourism in Apulia" research, conducted by Professor Magda Antonioli of the Master's Degree in Economy of Tourism at Milan's Bocconi University. "There are many opportunities to grasp", Antonioli explained, "but the growth of Apulia can be a model for Italian wine tourism". "We wanted to get a close look at the situation", Apulia's council member for Agriculture Fabrizio Nardoni explained, "after "Wine Enthusiast" magazine included Apulia among the best wine tourism destinations in the world".



### We like it this way, too

"U.S. President Obama told me to preserve the wealth of both Tuscan and Italian wine & food". This is what Matteo Renzi, Mayor of Florence, guest of honour, together with Eataly's Oscar Farinetti and Mayor of Verona Flavio Tosi, said during the gala dinner organized by Amarone Allegrini in Villa della Torre, one of Valpolicella's most beautiful locales (WineNews attended). A nice ad for the heritage of Italian wine & food intertwined with the territory and its monuments, given both the location and the calibre of the international guests: from Serge Rocher, owner of the legendary Lebanese firm Chateau Musar, to the VP of the Bank of Russia and the Head of its State Mint, among others. This is promotion as well, and not only for a single firm, but for all of the very best of "Made in Italy". We like it.

## Report

### Gucci to save Ginori

Gucci, an Italian brand of excellence in haute couture (even if it is currently property of the French firm PPR, founded by magnate Francois Pinault), has thrown in its hat to the Florentine firm Richard Ginori 1735, specialized in the production of fine porcelain. 13 million Euros are currently on the table, and Gucci has also promised to hire 230 of the 302 Richard Ginori employees straight away. The matter will go forward next Apr. 22nd, when the auction ordered by the Court of Florence will end.



## First Page

### Italian wine grows in the U.S. and holds in Russia

Italian wine is growing again in the States in 2013, and also in Russia, though 2012 registered a slight drop in volume it was stable in value. Hopes are high overall, even if difficulties abound. Such is the opinion of two connoisseurs of those markets, as told to WineNews at Vitality: Lucio Caputo, at the helm of the Italian Wine & Food Institute, and Anatoly Korneev, VP of Simple Group, the number one importer of Italian wine in Russia. Exports in the U.S. in 2012 registered a small drop, which did not threaten the leadership of Italian firms, with a combined turnover of over 1.5 billion U.S. dollars and a 29.2% market share of all imports, and 2013 is starting on a very different note. "Italy, which has held on to its position on a growing market", Caputo explained, "lost a little ground in 2012. But now we've noticed a pronounced growth in the States, both in value and in volume (14.2% and 10.7% over 2012, respectively). A positive trend indeed, with a growth in average prices that might become a problem considering competitors like Australia, Argentina or Chile. Or, if one chooses to follow the path of high quality, it might be an opportunity, not so much to follow in France's footsteps but to follow our own history over the last 30 years, which has proven to be the right way. Now one must follow it through". In Russia, on the other hand, optimism is still in the air, even in the midst of a more complicated situation: "there is no crisis in our country, the economy is stable, but word of mouth is carrying dire news, and people are starting to save their money", Korneev remarked, "and mass market wine (79% of all Italian wines in Russia) is feeling that process, even though premium wines are growing - but that's a niche market. Russia imported 610.000 hectolitres of wine from Italy in 2012, 20.000 less than in 2011, but value has stayed put at 258 million Euros. And the trend is positive, since liquor consumption is stable, but wine consumption (8.4% of total alcoholic consumption) is growing slowly but steadily, while beer consumption, which is 75% of the total, has dropped for the first time in many years".

## Focus

### Turnovers (and more) going up for Italy

It's definitely not all a bed of roses, but Italian wine, at least for what concerns its most well established names, is going well, according to its numbers. And not only those related to global turnover, which grew 6.9% in 2012 over 2011, mainly due to exports. According to a recent report by Italian investment bank, Mediobanca, focused on 108 firms with a turnover of over 25 million Euros, technical investments are going up again (+10% in 2012 over 2011), after 2011's fall of 30.1% over 2010. And advertising expenses are going up as well, even though on this front the divide between domestic and foreign markets is impressive, since overall growth is 6.5% - but in Italy ads have dropped 14.1%. And, as the joint WineNews-Vitality survey pointed out, jobs are growing as well: 2.6% more in 2012 (according to trade organization CIA there are over 1 million people working in the sector), with an aggregate growth of employees in the wine business that has gone up 1.9% from 2007 to 2011. It is a comforting figure indeed, not to mention a stark contrast with the downsizing that businesses in both the beverage sector (less 3.6%) and the manufacturing sector (less 5.5%) have shown lately.



A CAMPAIGN FINANCED ACCORDING TO EC REGULATION N. 1234/2007



A CAMPAIGN FINANCED ACCORDING TO EC REGULATIONS N. 1234/07

## Wine & Food

### 86% of Mediterranean vineyards to disappear by 2050?

Come 2050, up to 86% of the European areas in the Mediterranean where wine is produced might not be suitable for it anymore, given the climate changes and the "fever" that is making average temperature go up. The theory comes from a study, publicized as Vitality was on going, by research centre "Conservation International": the global phenomenon will make vineyards move progressively north. The researchers have combined 17 different models to verify the effects of higher temperatures and different precipitations - but Italian oenologists and agronomists are skeptical...

## For the record

### Wine in restaurants "not an investment"

According to a round table organized by trade organization FIPE at Vitality, wine, given the crisis and the drop in consumption, "can no longer be considered an

investment", commented chefs Luca Pompili and Antonio Santini. "Restaurants are currently forced to opt for wines with a lower price tag, even if it is as important as food".

